

Payrolls Point to Prosperous Year for 1910

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PURITY BAKING COMPANY.

In a growing city like El Paso, it is one of the natural and necessary conditions that there should be good bakeries to supply the daily wants of the people. Success is harder to obtain in recent years than formerly, and failures are common in every line of business in these days of stiff competition, yet the man who makes a success, is not often given the credit he deserves. A very good example of success is that of El Paso's best bakery, the Purity Baking company, which was incorporated in 1896, and it has forged ahead until it has become the largest bakery with the largest capacity for production in the city. The company is composed of George W. Roberts, president and general manager; B. M. G. Williams, secretary and treasurer. They occupy extensive premises at 711 South Kansas street, covering two floors, with an area of 75x120 feet each, where they have a splendid modern equipment for all descriptions of baking, including steam power mixing machines. In fact, everything is done by the latest modeled machines, insuring the extreme height of purity and cleanliness, which has ever been the company's motto.

Ten thousand loaves of bread are baked daily, aside from the enormous amount of pies and fancy and delicious cakes. They use nothing but the best flour made from Kansas hard wheat. The company employs 35 people and has several wagons constantly busy making wholesale deliveries throughout the city. Their principal product is the famous "Butternut" bread, which has the reputation of having no equal, and it has not only a large local sale all over the city, but it supplies the larger part of the country trade of the southwest. Mr. Roberts is a practical man, and formerly owned and conducted the El Paso bakery, while Mr. Williams was formerly city salesman for Armour & Co., and it is said that he made his competitors hustle. The company maintains two neat retail stores in the business district, one at 409 North Oregon and the other at 222 Mesa avenue, where all of their products can be bought.

EL PASO ICE & REFRIGERATING CO.

An institution that has grown and kept pace with all the requirements of a fast increasing population and one which will never lose its usefulness, is the El Paso Ice and Refrigerating company. Besides its supply of ice, the company provides abundant cold storage facilities, so that the people may preserve their surplus of meats or other perishable goods for occasion or indefinite time. This company made its establishment in El Paso in 1882, and it has one of the largest plants in the south for the manufacture of ice and distilled water. They supply ice and distilled water to hotels, restaurants, residences and stores and ship large quantities to the immediately surrounding country.

A. CAMOZZE—ICE CREAM.

If there is any place where the people, more than others, enjoy the delights of ice cream and ices, that place is El Paso. Ice cream in El Paso is a favorite dainty all the year round. While it is so much a luxury, it is not because of its rarity. On the contrary, there are many manufacturers of ice cream in the city, and there are few who do not have the opportunity of enjoying the delicious delicacy to their satisfaction. But all makers of ice cream do not make pure ice cream, while some make a very inferior article. This fault, however, is not peculiar to El Paso; it is universal. However, El Paso is exceedingly fortunate in the possession among its popula-

In Every Line There Has Been Marked Increase.

tion one man, at least, not to say there are none others, who knows by long experience and a successful career, the art of making a perfect ice cream, and he is equally expert in making sherbet, punch and ices. Ice cream, however, is the staple manufacture of this man—A. Camozze, at 1125 San Antonio street.

Mr. Camozze, realizing the superior advantages of the growing southwest, came here from Denver, Colo., in 1901, and engaged in the manufacture of a high grade of ice cream. This delightful article the people have enjoyed at his hands through all these years. Recently he built and equipped a complete plant for the more extensive manufacture of ice cream and ices, at the above number, where he occupies two floors and has every requisite facility for the production of ice cream of the finest quality in large quantities. Mr. Camozze's reputation has reached the topmost point among consumers who appreciate the value of absolute sanitation and the uses of the purest cream and flavors. In connection with his plant, Mr. Camozze has a special department for sterilization, so that the cream, as well as all other ingredients, is perfectly pure. He manufactures wholesale and sells and delivers to the retail trade of the city. He also manufactures for parties, weddings, banquets and all social occasions.

LA INTERNACIONAL

CIGAR FACTORY.

From the varied characteristics of the mixed population of El Paso and the well known habits of the mining people, for whom this city is the central market for almost everything of human consumption and supply it is naturally inferred that there is an unusually large use of tobacco and cigars in this section of the country, and it may be taken for granted that there is a large demand for cigars of all makes and all shades of quality and at all prices.

To the smokers of high grade cigars is due the long continued existence and prosperity of La Internacional Cigar factory of this city. This is one of the oldest cigar houses in El Paso and the largest in the southwest. The factory and store are located at 115 El Paso street. Kohlberg Bros. are the enterprising proprietors and the name is familiar among the tobacco growers and dealers of Cuba and Mexico, and the tobacco and cigar trade of the United States. They established this manufactory for the purpose of furnishing the home market with an exceptionally fine Havana cigar, this manufacture to be distinctive and a branch of the industry apart from the general trade. Such is its character and such the reputation and the patronage which it maintains. Ernst Kohlberg is the proprietor of the business. He employs a large staff of expert cigarmakers and traveling men, and uses only the best imported tobacco in his manufacture. The cigars are of uniform quality and are distinguished and greatly preferred for their excellence—so pronounced by all smokers. These cigars are favorites in El Paso and have a large sale in western Texas, Arizona and New Mexico.

EL PASO VEHICLE WORKS.

These works, located at 700-705 Texas street, were formerly conducted under the firm name of D'Alembert & Hilliard. These gentlemen came from Pensacola and established the El Paso

Vehicle works five years ago. Later W. B. Hilliard took over Mr. D'Alembert's interests, and is now sole proprietor. The premises occupied are a two-story building, with a three-story annex, covering 120x30 feet, and partitioned into the various departments of work. Mr. Hilliard is a dealer in and manufacturer of buggies, wagons and floats. He also maintains distinct departments for rubber tiring, painting, trimming and repairing, while a specialty is made of repairing, painting and retrimming automobile bodies.

While in the eastern states there is a great falling off in carriage and wagon manufacture, owing to electric transit and the automobiles, there is a growing industrial need of wagons and all horse vehicles in this section of the country. Mr. Hilliard builds wagons and other vehicles that are peculiarly adapted to the usages of the country and the demands of business in the city, and employment is given 14 people. He deals in wagons, buggies and carriages of all makes and all descriptions. The El Paso Vehicle works has on hand a large stock of first class spring wagons—which they are now offering at extremely low prices. These wagons range in price from \$50 to \$225, figures unheard of for the same class of wagons in this section of the country before. Those contemplating buying a wagon will find it to their advantage and save much money by purchasing of this firm.

ACME STEAM LAUNDRY.

It would seem that the people of El Paso give due heed to the old Chinese maxim that, "The best way to retain respectability and the esteem of friends is to keep the body clean and well dressed." If these things can be assured by the laundries of the city, they are not wanting in number or the excellence of their work. They are not needed more in El Paso than other cities, nor perhaps as much as in the smoke begrimed cities of the east and the north, but the people of El Paso are fond of a change of linen every day, or as often as necessary for comfort and good appearance, and they are as punctilious about this change as the Jap is about his baths. Besides, this city is the stopping place of many transient people who come from all quarters of the earth, and most of them have their washing done "while they wait." One of the largest laundries in the city is the Acme Steam laundry, at 901-903-905 Missouri street, established seven years ago, and is provided with all modern equipment. J. O. Crowson, a well known citizen and an experienced laundryman, is the capable manager, while the company has a number of agencies in the city. Mr. Crowson gives his close personal attention to every detail of the work and sees that every garment is laundered in the best of style. Its name is appropriate to the character of its work and it has the best family trade, when they do by the pound; also hotel and transient trade of the city. All kinds of laundry work is done and cleaning and pressing is a special department of this laundry.

THE TROY STEAM LAUNDRY.

Evidently the people of El Paso are believers in the doctrine that cleanliness is next to godliness. The numerous and extensive nature of the laundries in this city at least attest the cleanly habits of the people in that they are liberal patrons of these institutions. Among these concerns, the Troy

Steam laundry, which is one of the leaders, located at 111, 113, 115 and 117 West Overland street, covers 75x100 feet, and is fitted up with modern machinery and the most improved facilities for fine work. Every department of the laundry is under the supervision of experts in the business, and only the highest class of work is turned out. O. H. Baum is president of the company; W. E. Lowe is manager of the business and devotes his attention to the practical work of the laundry. He does all kinds of laundry and has a large patronage, especially from families and hotels. He employs a large force and operates several wagons for the daily deliveries.

EL PASO REFINING CO.

"Made in El Paso" goods, no matter of what description, ought to be bought and used by all El Pasoans, particularly when they have no superiors on the market. By patronizing home industry you are helping to keep men employed whose wages are spent in El Paso stores, and therefore returning in one way or another to the public at large. Prominent among the comparatively recent industrial enterprises of El Paso, which has made great strides in building up a flourishing business is that of the El Paso Refining company, manufacturer of "Arctic" and "Matador" brands compound and Purity cooking oil. This company, which was established early in 1908 and incorporated under the laws of the state, has a model, well equipped factory. The officers are: J. B. Dale, president; M. D. Owen, secretary; Will T. Owen, manager, and C. W. Wilson, manager sales department.

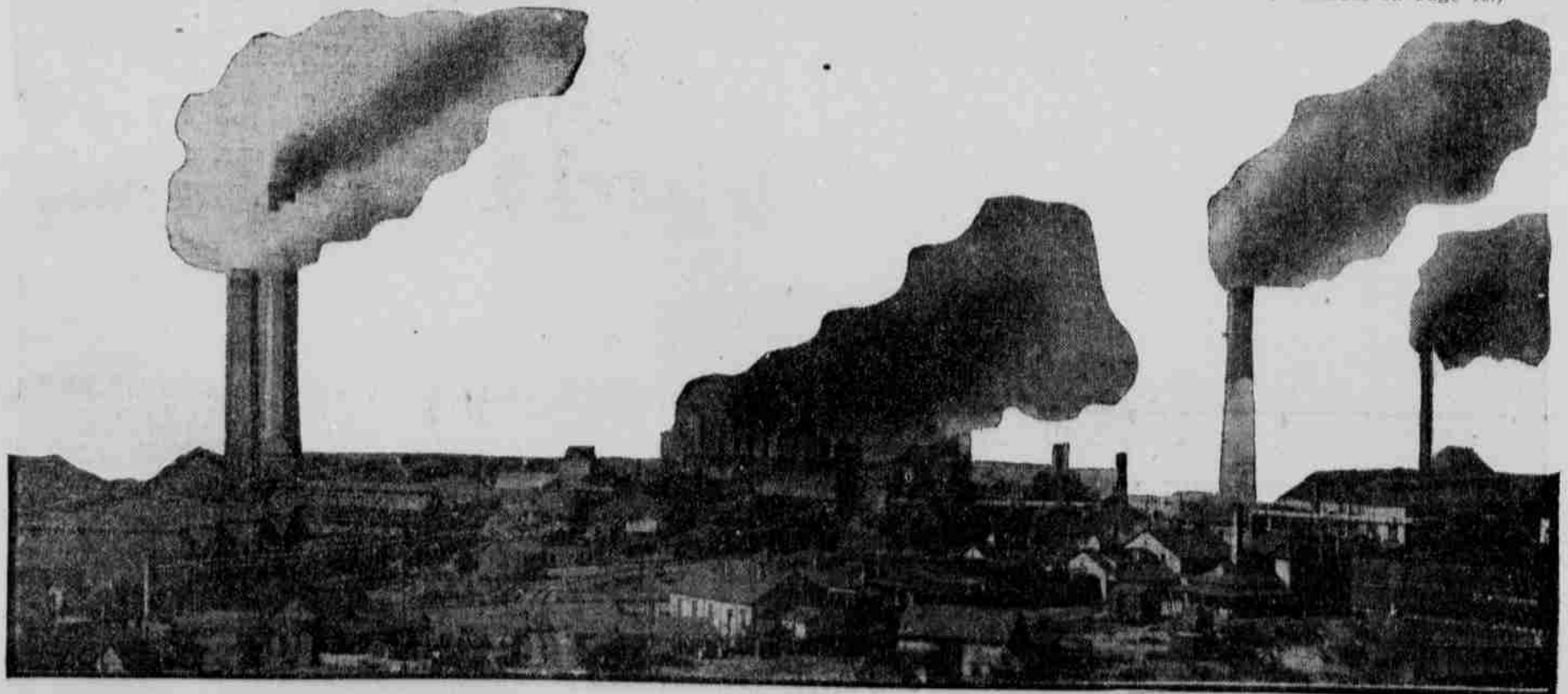
Their lard compound, which is not only one-third cheaper, but considerably better and purer than hog lard, is a neutral grease for shortening and frying, and is composed of two ingredients only, viz., the highest grade of refined, sterilized and deodorized cottonseed oil and a small percent of choicest edible rendered beef fat, and is put up under the personal supervision of a United States government inspector. Cottonseed oil has the endorsement as a healthful article of food of the highest medical authorities in the world, and its superiority over animal fats for culinary purposes has long been recognized by the leading chefs of the land. Ask your grocers for El Paso made lard compound, and after you have used it once you will use no other.

H. A. ALBERTHAL—

SMITHY AND REPAIRS.

For five years H. A. Alberthal has been in business at 414-416 East Overland street, building new vehicles of all description and doing blacksmithing and general repair work. He makes a specialty of rubber tire work and fine carriage and wagon painting and trimming. In this establishment he has an extensive equipment for the building of carriages and particularly for building of wagons and carts required by merchants and teamsters for moving freight and merchandise of different descriptions. He has a general workshop and is capable of doing all kinds of repair work in a first class manner. He does all necessary blacksmithing and woodwork in making such repairs. And he does the finest trimming and the most artistic carriage painting known to the business. Mr. Alberthal is a self made man and rose from the ranks of the workers to the head of an extensive and prosperous business through his own efforts and marked ability as a mechanic and business man. He employs a number of first class skilled mechanics, who are capable of finishing any job turned over to them, with satisfaction to all.

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EL PASO SMELTER, SECOND LARGEST SILVER-LEAD CUSTOM SMELTER IN THE WORLD